

1. I would like to build a website for selling content creator merchandise (shirts, hoodies, etc.) and a mobile app for tracking calorie intake and nutrition for different goals (running, body building, power lifting, etc.).
2. My target audience is older teens and young adults who regularly consume content on platforms like YouTube and Twitch. These users have likely purchased merchandise to support other content creators previously. Users have ample experience with other ecommerce websites such as Amazon. My target audience regularly uses social media to engage with peers and content creators.
3. I created a website for my IMM 120 final. The website showcased different projects I was working on. It featured a home page to introduce the website, an art gallery, and a page documenting game development progress. I used a horizontal navigation bar along the top. The website was responsive.
4. My target audience for my mobile app is adults ages 20 to 45 who live an active lifestyle. Users will enjoy investing time into exercise and prioritize healthy eating to fuel them during workouts and aid in recovery so they can reach new personal bests. The target audience will be health enthusiasts, but not professional athletes. Users will have tried other applications with calorie and nutrition tracking features.
5. I have not created a mobile application in the past.